



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3023772
Schedule Dates 09/13/17-09/19/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3119
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 09/12/17
Last Modified 09/12/17
Entered By Kelsey Reardon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,630.00
Net Total \$37,570.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2017	39	\$44,200.00
Grand Total:	39	\$44,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/14/17-09/14/17	2	:30	4:58A- News-Good Morning Washington at 5a					1				1	\$250.00	\$250.00	Washington (WJLA)		9/12/17
2.0	Normal Line / SPOT	09/13/17-09/15/17	2	:30	6A- News-Good Morning Washington at 6a				1		1			2	\$900.00	\$1,800.00	Washington (WJLA)		9/12/17
3.0	Normal Line / SPOT	09/19/17-09/19/17	2	:30	6A- News-Good Morning Washington at 6a			1						1	\$900.00	\$900.00	Washington (WJLA)		9/12/17
4.0	Normal Line / SPOT	09/13/17-09/14/17	2	:30	6:58A- ABC-Good Morning America				1	1				2	\$900.00	\$1,800.00	Washington (WJLA)		9/12/17
5.0	Normal Line / SPOT	09/18/17-09/19/17	2	:30	6:58A- ABC-Good Morning America		1	1						2	\$900.00	\$1,800.00	Washington (WJLA)		9/12/17
6.0	Normal Line / SPOT	09/14/17-09/14/17	2	:30	9A- Live with Kelly					1				1	\$350.00	\$350.00	Washington (WJLA)		9/12/17
7.0	Normal Line / SPOT	09/18/17-09/18/17	2	:30	9A- Live with Kelly		1							1	\$350.00	\$350.00	Washington (WJLA)		9/12/17
8.0	Normal Line / SPOT	09/19/17-09/19/17	2	:30	10:58:25A- ABC-The View			1						1	\$350.00	\$350.00	Washington (WJLA)		9/12/17
9.0	Normal Line / SPOT	09/14/17-09/14/17	2	:30	11:59:56A- News-ABC 7 News at Noon					1				1	\$300.00	\$300.00	Washington (WJLA)		9/12/17
10.0	Normal Line / SPOT	09/19/17-09/19/17	2	:30	11:59:56A- News-ABC 7 News at Noon			1						1	\$300.00	\$300.00	Washington (WJLA)		9/12/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Agency

Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

Ed Gillespie (671299)

Salesperson

Monares, Barbara (3870)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

/

CPE

3119

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

09/12/17

Last Modified

09/12/17

Entered By

Kelsey Reardon

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$6,630.00

Net Total

\$37,570.00

Sales Tax

Washington (WJLA)

By Broadcast Month

Spots

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11.0	Normal Line / SPOT	09/15/17-09/15/17	2	:30	12:57:56P- ABC-The Chew						1			1	\$250.00	\$250.00	Washington (WJLA)		9/12/17
12.0	Normal Line / SPOT	09/13/17-09/15/17	2	:30	4P- News-ABC 7 News at 4p				1		1			2	\$300.00	\$600.00	Washington (WJLA)		9/12/17
13.0	Normal Line / SPOT	09/18/17-09/18/17	2	:30	4P- News-ABC 7 News at 4p		1							1	\$300.00	\$300.00	Washington (WJLA)		9/12/17
14.0	Normal Line / SPOT	09/14/17-09/15/17	2	:30	5P- News-ABC 7 News at 5p					1	1			2	\$400.00	\$800.00	Washington (WJLA)		9/12/17
15.0	Normal Line / SPOT	09/19/17-09/19/17	2	:30	5P- News-ABC 7 News at 5p			1						1	\$400.00	\$400.00	Washington (WJLA)		9/12/17
16.0	Normal Line / SPOT	09/13/17-09/13/17	2	:30	5:59:26P- News-ABC 7 News at 6p				1					1	\$700.00	\$700.00	Washington (WJLA)		9/12/17
17.0	Normal Line / SPOT	09/18/17-09/18/17	2	:30	5:59:26P- News-ABC 7 News at 6p		1							1	\$700.00	\$700.00	Washington (WJLA)		9/12/17
18.0	Normal Line / SPOT	09/14/17-09/14/17	3	:30	6:27P- 6:30P (EST)					1				1	\$2,500.00	\$2,500.00	Washington (WJLA)		9/12/17
19.0	Normal Line / Access	09/13/17-09/13/17	3	:30	6:57P- 7P (EST)				1					1	\$3,500.00	\$3,500.00	Washington (WJLA)		9/12/17
20.0	Normal Line / Access	09/18/17-09/18/17	3	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)		9/12/17
21.0	Normal Line / Access	09/14/17-09/14/17	2	:30	7P- Wheel Of Fortune					1				1	\$1,800.00	\$1,800.00	Washington (WJLA)		9/12/17
22.0	Normal Line / Access	09/19/17-09/19/17	2	:30	7P- Wheel Of Fortune			1						1	\$1,800.00	\$1,800.00	Washington (WJLA)		9/12/17
23.0	Normal Line / Access	09/13/17-09/15/17	2	:30	7:30P- Jeopardy				1		1			2	\$2,800.00	\$5,600.00	Washington (WJLA)		9/12/17

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24.0	Normal Line / Access	09/18/17-09/19/17	2	:30	7:30P- Jeopardy		1	1						2	\$2,800.00	\$5,600.00	Washington (WJLA)		9/12/17
25.0	Normal Line / Prime Premium	09/18/17-09/18/17	3	:30	8P- 10P (EST)		1								\$4,000.00		Washington (WJLA)		9/12/17
25.0.1	Preempt	09/18/17															Washington (WJLA)	No Availability/Exception -	
26.0	Normal Line / SPOT	09/13/17-09/15/17	2	:30	11P- 11:30P (EST)				1		1			2	\$950.00	\$1,900.00	Washington (WJLA)		9/12/17
27.0	Normal Line / SPOT	09/18/17-09/18/17	2	:30	11P- 11:30P (EST)		1							1	\$950.00	\$950.00	Washington (WJLA)		9/12/17
28.0	Normal Line / SPOT	09/14/17-09/14/17	2	:30	11:30P- 12:30A (EST)					1				1	\$450.00	\$450.00	Washington (WJLA)		9/12/17
29.0	Normal Line / SPOT	09/19/17-09/19/17	2	:30	11:30P- 12:30A (EST)			1						1	\$450.00	\$450.00	Washington (WJLA)		9/12/17
30.0	Normal Line / Football	09/16/17-09/16/17	3	:30	8P- Sports-ABC College Football Prime							2		2	\$2,000.00	\$4,000.00	Washington (WJLA)		9/12/17
31.0	Normal Line / SPOT	09/17/17-09/17/17	3	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$200.00	\$200.00	Washington (WJLA)		9/12/17

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